

Gilberto Santa Rosa

DATE: Friday, December 19, 2025

LOCATION: Gijón, ES

Event Description

Gilberto Santa Rosa is a premier concerts event in Gijón. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: concerts

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: 3MNYZNURbMuZ5Ui6q8

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.

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<https://becircadian.com/events/gilberto-santa-rosa>

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